

Bonus Activity 2

Name: _____

What Is an Ad Saying?

Part 1: Find examples of ads for two different kinds of products. Label them Ad #1 and Ad #2. Check off the techniques used in each ad.

Technique	Ad #1	Ad #2
Association		
Call to action		
Claims		
Fear		
Games and activities		
Humor		
Hype		
Must-have		
Prizes, sweepstakes, and “free” gifts		
Repetition		
Sales and price		
Sense appeal		
Special or scientific ingredients		
Testimonials and endorsements		

PART 2: Look at the techniques used in both ads. On a separate sheet of paper, write a short paragraph about each ad and its techniques. Use the following questions to help guide your essay:

- 🍃 **What is the ad for and what techniques does it use?**
- 🍃 **Why does the ad use these techniques?**
- 🍃 **Based on the techniques used, what does each ad want you to think about the product? Is the ad successful?**
- 🍃 **If you created the ad using different techniques, which techniques would you use? Why?**

When you finish, attach your essay and the two ads to this worksheet to bring into class.